



Europäisches Patentamt

European Patent Office

Office européen des brevets

Publication number:

0 275 328

A1

EUROPEAN PATENT APPLICATION

published in accordance with Art. 158(3) EPC

Application number: 87904970.8

Int. Cl. 4: H 04 H 9/00

Date of filing: 31.07.87

Data of the international application taken as a basis:

International application number:

PCT/JP 87/00578

International publication number:

WO 88/01117 (11.02.88 88/4)

Priority: 01.08.86 JP 180135/86

01.08.86 JP 180136/86

26.05.87 JP 130791/87

05.06.87 JP 140057/87

Date of publication of application: 27.07.88
Bulletin 88/30

Designated Contracting States: DE FR GB

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APPARATUS FOR COLLECTING TV CHANNEL DATA AND MARKET RESEARCH DATA

An apparatus for collecting data for use in monitor system, wherein the apparatus is placed in each of a plurality of monitor's houses to collect data such as TV audience rating and market research data and the monitored data thus collected are sent to a data center through telephone circuits and are processed by a large computer to calculate desired data. The apparatus for collecting data comprises a channel detector for detecting the channel of a TV receiver that is being watched, a market research data input device, a personal data input device, and a data processing apparatus which stores and processes the data that are input. The detected channel data and a personal identification data are sent to the data processor via a commercial power distribution lines. The market research data are input by using a bar code reader and a keyboard efficiently without any predetermined procedure. The personal data is input by using an input device which utilizes infrared rays, and is easily identified by displaying a personal illustration.

